

**In the Claims**

Claim 1 (Currently Amended): A method for allowing a consumer to access an advertiser's location over a global communication network from a consumer's computer disposed at a consumer's location on the network, comprising the steps of:

defining an archive location in the consumer's computer, accessible when an archive flag is set;

5 broadcasting a normal broadcast program to a class of consumers having a unique signal embedded therein, which unique signal embedded therein contains no routing information and is associated with a particular advertiser and a predetermined and associated advertiser location on the network and wherein the unique signal has encoded therein a unique code that correlates with the location of this predetermined advertiser location on the network;

10 receiving the normal broadcast program at a consumer's location;

extracting the unique signal from the received normal broadcast program;

decoding the unique extracted signal to extract therefrom the unique code;

15 in response to the step of decoding, automatically accessing a relational database having stored therein an associative data set for a plurality of unique codes and associated predetermined advertiser location and the associated routing information therefor and determining the routing information to the predetermined advertiser location on the network from a consumer's computer on the network at the consumer's location that is associated with the extracted unique code; and

archiving in the consumer's computer at the archive location the determined routing information.

Claim 2 (Previously Presented): The method of Claim 1, wherein the step of automatically accessing in response to the step of decoding comprises:

5 accessing an intermediate location on the network with the consumer's computer, the intermediate location having a local database associated therewith, which local database has the associative data set contained therein for the plurality of unique codes and associated predetermined advertiser locations and the associated routing information therefor;

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forwarding the unique code to the intermediate location over the network connection;  
comparing the received unique code with the plurality of unique codes in the database; and  
if there is match, forwarding the associated routing information back to the consumer's  
10 computer to be archived.

Claim 3 (Previously Presented): The method of Claim 1, wherein further comprising a step of providing  
a unique user ID at the consumer's location associated with the consumer's computer and forwarding the  
unique user ID to an intermediate location after access thereof and in conjunction with forwarding of the unique  
code thereto, wherein a local database at the intermediate location has stored therein as the associative data  
5 set an associative database between a plurality of user IDs and associated predefined user profile information  
for each of the user IDs stored therein and;

if there is a match between the received user IDs and the stored user IDs, forwarding the  
associated user profile information back to the consumer's computer for archiving therein in association with  
the archived routing information;

10 wherein the consumer can, at a later time, access the archived information to both access the  
predetermined location on the network associated with the routing information and also forward the user ID  
and user profile information thereto.

Claim 4 (Original): The method of Claim 3 wherein additional information is stored in conjunction with  
each of the unique codes and the associated routing information which additional information represents  
information that is to be forwarded to the predetermined location upon access thereof and wherein this  
additional information is forwarded back to the consumer's computer for correlation with the associated routing  
5 information.

Claim 5 (New): A method for allowing a consumer to access an advertiser's location over a global  
communication network from a consumer's computer disposed at a consumer's location on the network,  
comprising the steps of:

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defining an archive location in the consumer's computer;

5 receiving at a consumer's location a normal broadcast program that was broadcast to a class of consumers, the broadcast program having a unique signal embedded therein, which unique signal embedded therein contains no routing information and is associated with a particular advertiser and a predetermined and associated advertiser location on the network, and wherein the unique signal has encoded therein a unique code that correlates with the location of this predetermined advertiser location on the network;

10 extracting the unique signal from the received normal broadcast program;

decoding the unique extracted signal to extract therefrom the unique code;

15 in response to the step of decoding, automatically accessing a relational database having stored therein an associative data set for a plurality of unique codes and associated predetermined advertiser location and the associated routing information therefor and determining the routing information to the predetermined advertiser location on the network from a consumer's computer on the network at the consumer's location that is associated with the extracted unique code; and

archiving in the consumer's computer at the archive location the determined routing information.

Claim 6 (New): The method of Claim 5, wherein the step of automatically accessing in response to the step of decoding comprises:

5 accessing an intermediate location on the network with the consumer's computer, the intermediate location having a local database associated therewith, which local database has the associative data set contained therein for the plurality of unique codes and associated predetermined advertiser locations and the associated routing information therefor;

forwarding the unique code to the intermediate location over the network connection;

comparing the received unique code with the plurality of unique codes in the database; and

10 if there is match, forwarding the associated routing information back to the consumer's computer to be archived.

Claim 7 (New): The method of Claim 5, and further comprising a step of providing a unique user ID

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at the consumer's location associated with the consumer's computer and forwarding the unique user ID to an intermediate location after access thereof and in conjunction with forwarding of the unique code thereto, wherein a local database at the intermediate location has stored therein as the associative data set an associative database between a plurality of user IDs and associated predefined user profile information for each of the user IDs stored therein and;

if there is a match between the received user IDs and the stored user IDs, forwarding the associated user profile information back to the consumer's computer for archiving therein in association with the archived routing information;

wherein the consumer can, at a later time, access the archived information to both access the predetermined location on the network associated with the routing information and also forward the user ID and user profile information thereto.

Claim 8 (New): The method of Claim 7 wherein additional information is stored in conjunction with each of the unique codes and the associated routing information, which additional information represents information that is to be forwarded to the predetermined location upon access thereof and wherein this additional information is forwarded back to the consumer's computer for correlation with the associated routing information.

Claim 9 (New): The method of Claim 5, wherein the broadcast program is a video/audio broadcast program.

Claim 10 (New): The method of Claim 5, wherein the unique code comprises an audio tone.

Claim 11 (New): The method of Claim 5, wherein the consumer's computer has associated therewith a communications program that is operable to communicate with the advertiser's location, and further comprising the step of launching the communications program in response to extraction of the unique signal.

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Claim 12 (New): The method of Claim 11, wherein the unique signal has a unique format and further comprising the step of detecting the presence of the unique signal in the broadcast program prior to the step of decoding.

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